





Start Position™ Search Engine Optimization Services

STRATEGY PHASE: 4 WEEKS			
Phase:	Strategy	Search Term Selection	Current Site Analysis
Description:	Who are you? Why does anyone care? Who are those who care? How do you reach those who care? How do you find more who might care? What are your business objectives? What return is expected from your web properties?	What keywords and phrases do you think describe your business? What does the market already know about those terms? What does the market say are the terms they use to find your products / services?	Where does your existing site rank in comparison to your views and the views of the marketplace? Where do your competitors rank? Why? What is the plan for securing higher rankings for your site(s)?
Deliverable:	Target Market Report	Search Term Analysis and Recommendations Report / Final Search Term Report	Baseline Report
RE-ENGINEERING PHASE: 1-4 WEEKS			
Phase:	Code and Content Development		
Description:	PIM will provide web site code development to optimize each web site page for Search Engine indexing and rank. PIM may also provide content, navigation system, and site architecture consulting as required.		
Deliverable:	Action Items Report		
CONTINUOUS IMPROVEMENT PHASE: MONTHLY			
Phase:	Code Development	Content Development	Inbound Link Development
Description:	PIM maintains the code on your web site to adhere to Search Engine ranking specifications and best practices.	PIM helps you develop robust content that is both valuable to end users and impacts your Search Engine rank.	PIM helps identify, approach, and secure effective link partners, increasing site value and content. This provides another critical element for the criteria engines use to improve site ranking.
Deliverable:	Quarterly Maintenance Report	Quarterly Maintenance Report	Quarterly Maintenance Report
Reporting: Quarterly Maintenance Reports will provide action items, site information, and ranking statistics, which track the rankings of your web properties in the major Search Engines. PIM will collaborate quarterly to discuss SEO Plan progress, engine dynamics and trends, changing product lines, and company needs adjusting our SEO Plan as needed.			
CONVERSION PHASE: CUSTOM			
Phase:	Analysis	Landing Page Development	Content Development
Description:	PIM analyzes your web site log files to determine how visitors arrive at your site, where they come from, and how they navigate. We analyze existing landing pages to determine their effectiveness and their role in future conversion campaigns.	PIM creates new pages within your web properties for Search Engine Optimization, Pay Per Click, email or offline marketing campaigns.	PIM optimizes your new and existing landing pages for optimal search engine rank, and continue to build new content into your web site to increase the number of potential landing pages that can exist from our SEO efforts.
Deliverable:	Site Traffic Analysis	Action Items Report	Action Items Report

Start Position™ Campaign Management Plan

STRATEGY PHASE

Strategy Session

In order for SEO to be effective, a strategic plan must be in place to set realistic goals. The first step is working directly with you to explore and evaluate your goals and online objectives. Together we will establish your most important keywords and phrases, descriptions and content selections and assign relevance based on your specific business and marketing goals.

The first step is a strategic discovery session, with members of your web, marketing, and management teams. This meeting is designed to:

- ❖ Clarify specific goals and objectives for the campaign
- ❖ Explore and evaluate specifications for search terms, page content, descriptions, HTML code, meta data, domains and referable links
- ❖ Examine your present web site design and determine if graphical or structural changes are necessary
- ❖ Set realistic expectations, timeframes and deliverables
- ❖ Compile lists of local and national market competitors for a detailed competitive analysis
- ❖ Review all web log reports for all web sites
- ❖ Discuss possible partners and resources you could approach about developing a link popularity program

Deliverable: Target Market Report and Final SEO Campaign Plan

Search Term Selection Process

Once we fully understand your products, your target market, and your goals, we help you select search engine keywords and phrases, or **search terms** that match that market. Using search term research software and online tools, we will determine whether your intended market is actually searching for your products and services – and how they are searching. PIM will then deliver a Search Term Analysis and Recommendations Report which provides our recommendations for an effective list of search terms for the campaign, showing the popularity of your selected list as well as recommendations for new terms you might not have considered at first.

Deliverable: Search Term Analysis and Recommendations Report

STRATEGY PHASE (CONT.)

Current Site Analysis Process

After determining a final list of search terms, GHI will develop an effective strategy to achieve high rankings with those words. Our Baseline Rankings Report provides the following analyses:

- ❖ Current Search Term Rank – Report on how your site currently ranks in the major search engines on each search term.
- ❖ Search Term Rank Analysis – Analyzes why your rankings appear where they do.
- ❖ Optimization Recommendations – Provides step-by-step process recommendations for improving your rank on the specified terms.
- ❖ Site Structure and Content Analysis – Analyze whether your site meets basic parameters and guidelines for achieving the desired level of indexing.
- ❖ Search Term Saturation – Analyze your existing site and provide a report on how many times your selected terms are actually appearing within the content and code of your pages.
- ❖ Site Index Level – Analyze how many pages are currently indexed in which of the major search engines.
- ❖ Directory Audit – Analyze existing directory placements.
- ❖ Search Engine Rule Conformity – Analyzes whether there are any methods being practiced on the current site that could get the site blacklisted.
- ❖ Competitive Analysis – Analyzes who you compete against online, and where those competitors' sites rank against yours.

Deliverable: Baseline Rankings Report

RE-ENGINEERING PHASE

The Execution Stage is a one-time service that creates an Action Items Report documenting web site recommendations to re-engineer, if necessary, facets of your web site for organic search engine optimization and marketing. Readyng one's site for maximum visibility within a search engine is necessary prior to any organic search engine marketing campaign. Changes to source code, content, graphics, links, navigation and more are critical positioning techniques for one's site within the ever-changing world of dynamic indexing, ranking formulas, and eclectic spidering algorithm(s).

This Action Items Report draws on four primary information resources to determine its findings: (1) Your web site; (2) PIM's Start Position Planning Stage Reports (derived from our research, data collection, and proprietary tools); (3) Third Party Search Engine Spidering Technologies; and (4) Web Site Design and Architectural Methods (code, content, graphics, navigation).

Action Items Report:

Site-Wide Recommendations can include the following action items:

- ❖ Code – Changes to the HTML code of each web page for specific optimization of that page for specific terms derived from our research during the Strategy Stage.
- ❖ Content – Conceptual creation and original development of entire new content sections for your current site
- ❖ Graphics – Site graphical changes, corrections, improvements, original design
- ❖ Design – Site layout changes for enhanced navigation and hence optimization
- ❖ Architecture – Infrastructure and architectural changes
- ❖ Inbound and Internal Linking Strategies – Inbound links from at least one other web site is vital to getting your web site found and indexed by the Search Engine spiders; proper internal linking allows spiders to deeply crawl and index all of your site's web pages
- ❖ Branding – Entire new web site(s) or web specific pages for targeted vertical markets or product lines

Deliverable: Action Items Report

Execution of the Action Items Report

Once the final scope of actionable items has been determined and mutually agreed upon, PIM can make ready the site and execute those items for an additional one time fixed fee to be determined, or the client and / or its web design firm can execute the action items.

CONTINUOUS IMPROVEMENT PHASE

The Search Engine industry is still in a state of flux. On a regular basis, Search Engines rise and fall in importance, buy each other out, merge, use each other's ranking algorithms, change their focus or go out of business altogether. As such, the Start Position process includes an ongoing maintenance program to help keep your web site ranking well, despite the constant ebbs and flows of this ever-shifting new medium. Your business might also shift with the times, as you add, delete or modify your product and service mix. In short, PIM helps your web site stay relevant, ranking well and focused on your markets.

Our plan includes the following strategies and tactics:

- ❖ Statistical Analysis – Each month we will track the traffic to your web site, where it originates, what search engines are sending traffic, and how searchers are finding your site. We will also analyze whether the particular search traffic is resulting in a return on investment for the campaign, by tracking and analyzing various goal measurement methods.
- ❖ Search Terms Analysis two times per year/four times per year – After your campaign has been set in motion, we will apply new knowledge gained from web analytics to continue to refine/re-analyze your search terms list. If your product or services change dramatically during the campaign, a thorough re-analysis and re-integration of search terms might be applicable (additional charges apply).
- ❖ Code – We will optimize the Title, META and other applicable HTML code of your website 2-4 times during a 12-month cycle, depending on ranking success, web site traffic analysis and/or market conditions.
- ❖ Link Building – Search engines place a huge importance on quality inbound/outbound links associated with your web site. Our inbound link management strategy focuses on a campaign that includes research and submission of your site to targeted, quality Internet destinations such as directories, research into various partnerships with web sites within your markets and industry, and link development within your own web site.
- ❖ Content – Content is the lifeblood of your web site, and Search Engines look for fresh, relevant content on your site that they can find, crawl and index. PIM will make ongoing recommendations for new content that builds brand, elicits trust and strengthens your credibility. This content will not only bring Search Engines to your site, but also add value to the site for your customers.
- ❖ Social Media Marketing – As the campaign progresses, we will research and recommend various online public relations strategies, blog sites, social media applications, forums, and other social media areas of the web to monitor and participate in. Social media marketing builds link popularity and drives traffic.
- ❖ Local Search – Every business is local and should contain a specific strategy to target searchers in your “own backyard.” The campaign will include targeted profiles within popular local search destinations to drive traffic and increase link popularity.
- ❖ Reporting & Review Sessions – PIM will meet with you quarterly/twice per year/monthly to present the latest reports showing rankings and traffic improvements, apply ROI data and develop strategies with you for the ongoing campaign.

Deliverable: Monthly Status Report and Overview Meeting, Quarterly Full Review Sessions

Start Position™ Search Engine Optimization Service Details

GHIIS Service	Included	Timeframe
Campaign One-Time Setup, Research & Strategy		Weeks 1-3
Campaign Setup	✓	Week 1
Research & Strategy	✓	Week 2
Competitive Analysis	✓	Week 2
Search Term Research	✓	Completed
Site Readiness Check / Scorecard	✓	Week 3
Site-Wide Re-Engineering		Months 2-4
Technical / Server Changes	✓	Month 2
Basic Link Building	✓	Month 2
Site-Wide Title, Meta, ALT and Hx Redevelopment	✓	Months 2-3
Existing Content Optimization	✓	Months 3-4
Intrasite Link Development	✓	Month 4
Conversion Optimization		Starting in Month 3
Clickstream Analysis	✓	Ongoing
Page Graphic, Layout and Content Changes	✓	Ongoing
Targeted Landing Page Design	✓	Ongoing
Continuing Optimization		Ongoing
Competitive Analysis	✓	Ongoing
Search Terms Analysis & Integration	✓	Ongoing
New Content Development / Copywriting / Implementation	✓	Ongoing
Title Tag Optimization / Implementation	✓	Ongoing
META Description Optimization / Implementation	✓	Ongoing
Header <Hx> and Bold Tag Optimization / Implementation	✓	Ongoing
ALT Attributes / Image Title Optimization / Implementation	✓	Ongoing
Reporting & Review Sessions		Ongoing
Status Reports	✓	Monthly
Status Review Meeting	✓	Quarterly

Start Position™ Service Description (Continued)

PIM Service	Included	Timeframe
Statistical Analysis		Ongoing
Client's Custom Key Performance Indicators	✓	Monthly
Current rankings	✓	Monthly
Overall site traffic	✓	Monthly
Search engine site traffic	✓	Monthly
Top referring search terms	✓	Monthly
Top referring sites	✓	Monthly
Site index level	✓	Monthly
Geographic analysis	✓	Monthly
Pay Per Click Consulting		If Applicable
Analyze Reports	✓	Ongoing
Ad Optimization	✓	Ongoing
Bid Optimization	✓	Ongoing
Keyword Expansion	✓	Ongoing
Landing Page Development	✓	Ongoing
Link Building		Ongoing
Submit To Basic Free Directories	✓	Month 1
Competitive Analysis	✓	Ongoing
Competitive links searches	✓	Ongoing
The related command at Google	✓	Ongoing
Link searches with a specific region	✓	Ongoing
Linking to multiple competitors but not your site	✓	Ongoing
Google Blogsearch links	✓	Ongoing
Technorati "reactions" links	✓	Ongoing
Current Inbound Link Improvement	✓	Month 2
Check for 404 inbound links & correct	✓	Month 2
Rewrite link text to include targeted search terms	✓	Month 2
Get non-linked references tagged with links	✓	Month 2

Start Position™ Service Description (Continued)

PIM Service	Included	Timeframe
Obtain Links From Business Associates	✓	Ongoing
Suppliers	✓	Ongoing
Customers	✓	Ongoing
Wholesalers	✓	Ongoing
Partners	✓	Ongoing
Associations	✓	Ongoing
RSS Feed Optimization	✓	Ongoing
RSS Feed Submission	✓	Ongoing
Hub Site Research & Submission	✓	Ongoing
Vertical Directory Research & Submission	✓	Ongoing
Intrasite Linking	✓	Ongoing
Logo links back to home page on every page	✓	Ongoing
Search terms embedded in content, linking to relevant pages, with calls to action	✓	Ongoing
Breadcrumb trails within each section	✓	Ongoing
Text navigation in footer	✓	Ongoing
HTML site map page	✓	Ongoing
Hyperlink all menu images	✓	Ongoing
Hyperlink all important hero shot images	✓	Ongoing
Optimize ALT attributes	✓	Ongoing
Outbound Link Building	✓	Ongoing
Links to key partners and suppliers	✓	Ongoing
Resources page	✓	Ongoing
Article Writing and Distribution	✓	Ongoing
Submit to free article sites	✓	Ongoing
Research & submit to paid link sites	✓	Ongoing
Content swap with partners	✓	Ongoing

Start Position™ Service Description (Continued)

PIM Service	Included	Timeframe
Local Search		Months 6-7
Geo-targeted code optimization	✓	Months 6-7
Geo-targeted content optimization	✓	Months 6-7
Local search profile development	✓	Months 6-7
Claim the local business listing, initial setup	✓	Months 6-7
Business name, address, etc.	✓	Months 6-7
Integrate Google map into contact page if applicable	✓	Months 6-7
Meta descriptions / Directory listing descriptions	✓	Months 6-7
Ad description text / Taglines	✓	Months 6-7
Categories	✓	Months 6-7
Services, products, & brands	✓	Months 6-7
Specialties & amenities	✓	Months 6-7
Photos	✓	Months 6-7
Website URL	✓	Months 6-7
Year founded & years in business	✓	Months 6-7
Areas served	✓	Months 6-7
Associations	✓	Months 6-7
Certifications	✓	Months 6-7
Languages	✓	Months 6-7
Professional endorsements & ratings	✓	Months 6-7
User ratings & reviews	✓	Months 6-7
Local search promotions	✓	Months 6-7
Social Media Marketing (SMM)		Starting in Month 9
Blog optimization & distribution	✓	Ongoing
Social media profile development & optimization	✓	Ongoing
Video search submission & tagging	✓	Ongoing
Online press release optimization & submission	✓	Ongoing
Forums & discussion boards	✓	Ongoing
Social bookmarking	✓	Ongoing

Sample Client List



National City Bank
Cleveland, Ohio



Bridges Business Consultancy
Singapore



Leading Authorities
Washington, DC

ASHLAND UNIVERSITY

Ashland University
Ashland, Ohio



Artromick
Cleveland, Ohio



Winners' Circle Speaker Bureau
Waterloo, Iowa



Watteredge-Uniflex
Cleveland, Ohio



Charter One Bank
Cleveland, Ohio



Rocky Outdoor Gear
Nelsonville, Ohio



AtomicBox Logistics, Inc.
Aurora, Ohio



Fulcrum ConsultingWorks
Cleveland, Ohio



The RoAne Group
San Francisco, CA



FurnitureWholesalers.com
Beachwood, Ohio



Trust Title Company
Springfield, VA



Great Lakes Computer
Avon, Ohio



Martindale Electric Company
Cleveland, Ohio



Tape Rental Library, Inc.
Covesville, VA



Lieberman & Associates
San Francisco, CA



Vortechs Group
Columbus, Ohio



The Place
Medina, Ohio



Zion Industries
Hildebran, NC



Ohio Gratings
Canton, Ohio



Callos Companies
Youngstown, Ohio



HomeOfficeDirect.com
Beachwood, Ohio



IAITAM
Akron, Ohio



Dynatech
Cleveland, Ohio



Styx Valley Vinyl
Sharon Center, Ohio



Automation Technologies Consulting
Cleveland, Ohio



Cube Coach
San Mateo, Calif.



Air Enterprises, Inc.
Akron, Ohio



Caster Connection Incorporated
Cleveland, Ohio



Turning Technologies, LLC
Youngstown, Ohio



Imbert Corporation
Chicago, Ill.